IN THE FAMOUS FRUITANCE DISTRICT

REDTA SALWAY AND FANCY FRA HES NINETY VARIETIES OF GRAPES

SAGINAW FRUIT RANCH A. T. RICHARDSON

NORTH YAKIMA, WASH.

Acolian Company. New York.

Gentlemen:

Perhaps it may interest you to know that we have been celebrating the fitteenth anniversary of an old friend of ours-the little old Acolian which was one of the first purchases of our early housekeeping. That was before the days of Pianolas, and when a \$300 46-note Acolian seemed a pretty good thing. And a good thing it has proved. Although better devices have arisen since its day, its music is still as good as we thought it then; and its tone is as sweet and true, and its oak case even handsomer that it was at first

Your workmanship has always been a wonder to me. I have never had to call in any outside help to keep it in order, and I am quite sure we have not spent over a dollar or two for repairs in the fifteen years. And the old apparatus has certainly been used hard, too; we have raised the children on it. Two blessed four-year-olds are performing something out of "Orpheus and Eurydice" as I write this, working side by side, their heads barely reaching above the keyboard.

For my part, I am glad that they can have nothing but good music in their ears, from the time of their first recollections until they are put to school; they get enough of the other kind after that. We laid in a large stock of your best stuff at the beginning, and this was fortunate, for there came later a change in the place and manner of our living, and there has been no buying of music of late years; but it is a source of great satisfaction to me that the children could be brought up in an atmosphere of Haydn, Schubert, Mendelssohn and men of that kind. I think it will counc in their later life, and I feel like expressing to your company a little of the debt that I think we owe you, and wishing you weil in your work.

Very sincerely yours. A. T. RICHARDSON.

IN E publish herewith two testimonials recently received—one from a King's palace; the other from a small apple ranch on the Yakima River in the State of Washington.

The first notifies us of the receipt of a Royal Warrant of Appointment to the Court of Sweden-a king's method of expressing high approval.

The other is quite different. It is a simple statement of appreciation from an American citizen.

We esteemboth. This company is frankly proud of its commercial success. It is proud that its instruments have been installed in so many of the leading palaces of Europe and that it holds so many Royal Appointments - certificates of distinctive merit that mean far more than is generally understood here.

To be the leading commercial organization in the music industry is a high distinction. To have this leadership extend to every country throughout the world constitutes a recognition of superiority seldom accorded to any article of manufacture never before to a musical instrument. Commercial supremacy, however, is not this Company's sole aim.

Mr. Richardson's letter—typical of a vast number of similar missives we have received—illustrates what Aeolian instruments are doing in thousands of homes throughout the world, and we place this splendid letter second in importance to no communication we have received from any source whatever

## The Educational Value of the Pianola Piano

THIS ranchman writes us about their Organ—the little old Aeolian Organ of 15 or 20 years ago. We have not made one of these in a long time-we make something infinitely better now, but the principle is the same.

He says it is a source of great satisfaction to him that his children are being brought up in an atmosphere of good music. And he is right. To fill a child's impressionable mind with beautiful melodies-to early cultivate its taste for the best in music-is to lay the foundation for a wholesome, refining pleasure that will last through life.

In the case of these farm children, this is being done with a very primitive instrument and a slender stock of music.

Stop to think what you could offer to your children if you chose. In place of the old Organ, a Pianola Piano-the most perfect, complete musical instrument of the present day. Instead of a few well-worn music-rolls, a vast Circulating Library of over 16,000 different selections, providing a constant supply of new music at triffing expense.

## The Universal Appeal of Personal Music

HERE is another thought emphasized in these two communications—the universal love of that music which is entirely your own.

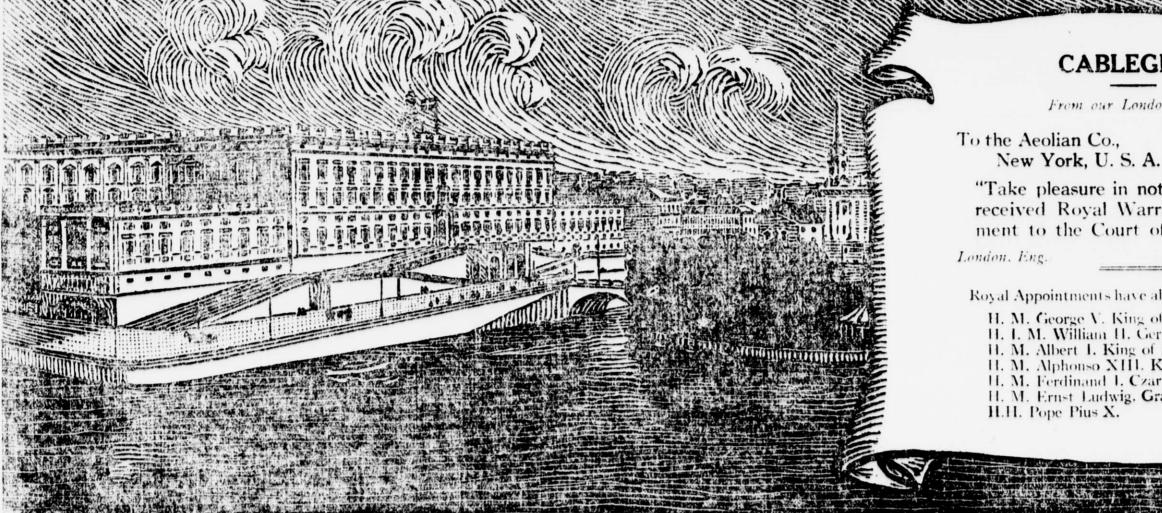
One does not need to live on a lonely ranch to appreciate the fascination of personally producing music. You may live surrounded by every luxury money can purchase, yet the ability to play-yourself-will take rank above every other of your favorite enjoyments.

It is vastly significant, the strength of the appeal that the Pianola Piano makes to all classes. The King of England has one, the German Emperor, the Austrian Emperor, the Czar of Russia, the King of Belgium, the King of Spain-in fact, the rulers of almost every important nation are not only owners of the Pianola Piano, but enthusiastic owners, as shown by the Royal Appointments and many other distinguished honors conferred upon its makers.

## Why Not Let This New Year Bring A New Pleasure Into Your Home?

THE purchase of a Pianola Piano is a very easy matter. If you desire you can possess one by paying \$25. down and the balance in small monthly installments. The price of such an instrument is \$550. From thence they range upward to the magnificent Steinway Grand Pianola Pianosinstruments de luxe of the musical world.

Or if this seems more than you can afford, you can secure the Technola Piano—a player-piano with no superior save only the Pianola Piano-at \$450., with monthly payments correspondingly smaller.



**CABLEGRAM** 

From our London Branch

Dec. 22, 1911

"Take pleasure in notifying you have received Royal Warrant of Appointment to the Court of Sweden.'

A. J. MASON

Royal Appointments have also been received from

- H. M. George V. King of England
- H. I. M. William H. German Emperor
- H. M. Albert I. King of Belgium H. M. Alphonso XIII. King of Spain
- H. M. Ferdinand I. Czar of Bulgaria
- H. M. Ernst Ludwig, Grand Duke of Hesse

MANUFACTURERS LARGEST

AEOLIAN HALL, 362 FIFTH AVENUE NEAR 34th STREET NEW YORK INSTRUMENTS WORLD